

TIME: 5:29
DATE: 5/3/54 (monday)
SPONSOR: HASKELL AND GILBERT'S
SOLICITOR: BE

(READ slowly)

IS POSTURE YOUR PROBLEM? HAVE YOU BEEN BENT BY BAGGAGE?
NEXT TRIP HOME, LIGHTEN THE LOAD. SHED 30 POUNDS. HAVE YOUR
TYPEWRITER PACKED AND SHIPPED BY HASKELL AND GILBERT'S. IT WILL
COST YOU ONLY 3.75 FOR THIS CONVENIENCE. YOUR TYPEWRITER WILL
BE CAREFULLY READIED FOR SHIPMENT BY MEN WHO KNOW THEIR BUSINESS.
THEIR CARE WILL INSURE A SAFE TRIP AND A SPEEDY ARRIVAL FOR YOUR
MACHINE. (pause) SO DECREASE YOUR LUGGAGE LEAN THIS NEXT TRIP
HOME. CALL HASKELL AND GILBERT'S AT 3621. FOR ONLY THREE
DOLLARS AND SEVENTY-FIVE CENTS, THEY WILL RELIEVE YOU OF A
WEIGHTY TRAVEL WORRY, YOUR TYPEWRITER.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW **5:30 P.M.**

ANNOUNCER'S SIGN:

Anne Markowitz

